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UNCLAS TEGUCIGALPA 000891

SIPDIS

STATE FOR EB/CBA, WHA/CEN
GUATEMALA FOR COMATT
OPIC FOR BRUCE CAMERON, JUAN CARLOS RIVERA-MONTES

E.O. 12958: N/A

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SUBJECT: BILLBOARD EXPANSION IN HONDURAS

REF: STATE 064708

1. This cable is in response to reftel request for Post's comments on Honduras' billboard industry.

2. Post is not aware of any specific developments that may hinder investment in the billboard sector in Honduras. Billboards continue to be a strong medium for reaching customers and delivering publicity campaigns, especially as vehicle traffic increases in the main urban areas. U.S.-style unipole structures are common in the local market and are increasingly used as an effective marketing strategy, especially for those companies interested in increasing brand awareness or launching a new product.

3. The billboard industry is regulated by the Metropolitan Division of Municipal Corporations. This organization authorizes installation permits for billboards and all other type of advertising devices. Restrictions apply for the installation of billboards in certain "controlled" areas due to environmental, cultural, historic, and/or safety/security reasons. Companies that operate without all the necessary permits and technical specifications are subject to fines and other sanctions, including removal of the billboards by municipal authorities.

Pierce